

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

COUNTERPART
C&D WHITEHALL LABORATORIES ASSISTANT TRAINING

24 February 1996

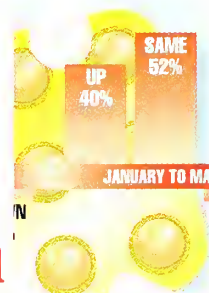
PSNC fires next salvo in pay battle

NW audit to counter Which? criticism

POM to P move for Nizoral Shampoo

In focus: a 'successful' shop with static sales

Business trends: sales up, profit margin down



SB sees profits rise 19pc during 1995

Out & about: an MBE lives life to the full

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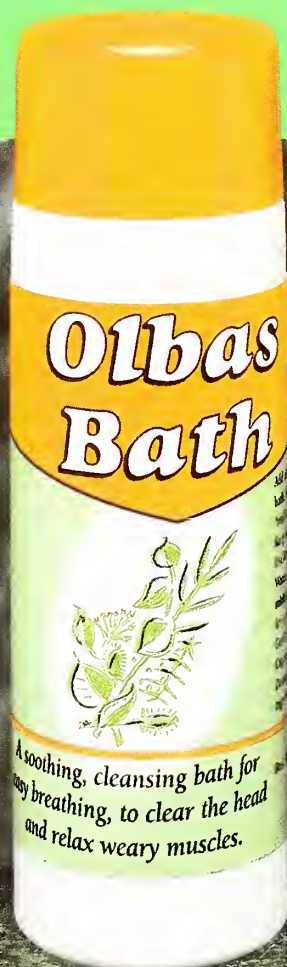
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PRODUCT INFORMATION: CREAM E45: White bland emollient cream which contains white soft paraffin BP 14.5% w/w, light liquid paraffin Ph Eur 12.6% w/w and hypoallergenic anhydrous lanolin 1.0% w/w. **Uses:** For the symptomatic relief of dry skin conditions, where the use of an emollient is indicated, such as flaking, chapped skin, ichthyosis, traumatic dermatitis, sunburn, the dry stage of eczema and certain dry cases of psoriasis. **Dosage and administration:** Apply to the affected part two or three times daily. **Contra-indications, warnings etc:** Cream E45 should not be used by patients who are sensitive to any of the ingredients. **Packaging quantities:** Tubes containing 50g, tubs containing 125g and also 500g. **RSP:** Tube 50g £1.75. Tub 125g £3.55. Tub 500g £8.35. **Legal category:** GSL. **Product licence number:** PL 0327/5904. **Product licence holder:** Crookes Healthcare Ltd., Nottingham NG2 3AA. **Date of preparation:** October 1995. **HC45 HYDROCORTISONE CREAM:** Smooth white cream containing hydrocortisone acetate BP 1% w/w. **Uses:** For the relief of mild to moderate eczema, irritant and allergic contact dermatitis and insect bite reactions. **Dosage and administration:** Apply sparingly to a small area, once or twice a day, for a maximum of seven days. **Contra-indications, warnings etc:** HC45 should not be used on the eyes or face, the ano-genital area or on broken or infected skin, including impetigo, cold sores, acne or athlete's foot. The product should not be used in pregnancy or in children under 10 years without medical advice. **Packaging quantity:** Tube containing 15g. **RSP:** £2.55. **Legal category:** P. **Product licence number:** PL 0327/0039. **Product licence holder:** Crookes Healthcare Ltd., Nottingham NG2 3AA. **Date of preparation:** October 1995.

**E45
COMPLEMENTARY
THERAPY
FOR DRY SKIN**

Is there a shortage of manpower in the community pharmacy sector, or is there merely a dearth of competent managers? Or are pharmacists, not traditionally an employee profession, rebelling against the fact that two-thirds of those engaged in community practice are employees and likely to remain so throughout their careers. Each week the classified sections in the pharmacy press offer a welter of management opportunities, mostly with the large multiples.

Is it longer opening hours into the evenings and on Sundays, or is it that the shape of the workforce is changing? The number of women on the Register has risen steadily in recent years. In 1988, they made up 39.9 per cent of the Register, rising to 44.3 per cent in 1992. They also form the bulk of the part-time workforce: 5,416 out of 14,789 worked part-time, compared to 2,181 out of 18,578 men (1992 figures).

Whatever the root cause, the NPA has been sufficiently concerned to write to all schools of pharmacy highlighting the problem, urging an increase in undergraduate intake. "Because of an inability of organisations to accurately predict market trends and developments, the NPA Board feels the pool of available pharmacists is not deep enough to cater for current and future demand."

But with student numbers holding up and the proportion of full-time to part-time workers remaining constant, the suspicion is that there is more to companies' recruitment problems than is immediately apparent.

None of this bodes well for the suggestion put forward this week in a new monthly column, entitled 'Industry Viewpoint' (p239), where a senior manager gives his perspective on community pharmacy. A second pharmacist, even if the position could be financially justified, might be a hard fish to catch!

CHEMIST & DRUGGIST

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NI gets CD cabinet pay

Northern Ireland contractors are to receive \$127.50 towards the cost of a CD cabinet, following the re-classification of temazepam to Schedule 3.

The Pharmaceutical Contractors Committee-negotiated deal comes in the wake of a similar payment to English and Welsh pharmacists. The one-off fee will be included in contractors' March prescription payment, made at the end of May.

The Scottish Pharmaceutical General Council is still discussing the issue with the Scottish Office's Department of Health.

ABPI asks Labour for R&D support

The Association of British Pharmaceutical Industry has called for any future Labour administration to provide more incentives to maintain medicine research and development.

Dr Trevor Jones, director general of the ABPI, also asked that a Labour government reject a 'cheap drug policy'. Instead, the most appropriate drug should be prescribed, regardless of cost, rather than the cheapest. Dr Jones was speaking at a London conference on the implications of Labour Party health policy.

● The Pharmaceutical Price Regulations Scheme is due for its three-year interim review in October. The review, to be conducted jointly by the ABPI and the Department of Health, will examine overall profit margins, to check the pharmaceutical industry's profitability is aligned with that of the average British company, and export transfer, to ensure the system set up to prevent companies being disadvantaged by rising exports is working.

A better offer or no meeting, PSNC warns Department

The Department of Health has to come up with a "substantially improved offer" for 1996/97 before the Pharmaceutical Services Negotiating Committee will consent to a meeting between the two parties.

In the latest PSNC missive to the Department, over the latter's proposed 2.5 per cent rise in the global sum, chairman David Sharpe points out that, until there is a better deal on the table, "there is plainly little point in us meeting". In a fierce rebuke of the tenets of the DoH offer, following discussion at last week's PSNC meeting, the organisation "unanimously" brands the Department's offer of a 2.5 per cent

rise in the global sum "derisory and unacceptable".

The Government is also accused of "moving the goalposts" by "implying that productivity must now be taken to include something additional relating to the widening of the professional role".

Mr Sharpe points out that the 2.5 per cent increase is posted on the assumption that no addition would be made to the global sum in respect of temazepam being rescheduled. It was "clearly indicated" that this extra money would be available from Home Office budgets. "It [the offer] is only 2.1 per cent if the \$2.4 million to cover the change to Schedule 3

is excluded," says Mr Sharpe.

The Department justified its offer, in a letter dated February 9, by suggesting it "compares favourably" with the pay increases made to doctors and dentists (*C&D* last week, p207). The PSNC dismisses this: "How you square that comment with the 3.9 per cent increase in on-cost and fees recommended for dispensing doctors ... on the basis of an assumption of 'no change in workload'."

Mr Sharpe also reveals that PSNC will be focusing on obtaining 100 per cent advance payment for contractors this year, as a means of alleviating the working capital problem.

Professor Newton joins Medicine Commission

Michael Newton, professor of pharmaceutics at the School of Pharmacy, University of London, has been appointed to the Medicines Commission.

He joins fellow pharmacists Ann Lewis, president of the Royal Pharmaceutical Society; Professor Stanley Davis, head of the pharmacy department, Not-

tingham University; and Jane Shott, assistant director at Proctor & Gamble. Professor Newton is one of six new appointees to the 17-strong Commission which advises on matters relating to the Medicines Act 1968 and considers appeals against the Committee on Safety of Medicines decisions on product licences.

Cambridge Counterpart goes skin deep

Skin complaints are the focus of this month's Cambridge Counterpart Pharmacy Assistants Course, co-sponsored by Whitehall Laboratories. The assistant's module, the ninth in the series, is inserted in this issue. Further details are available from the company's sales force, or from Sue Cheeseman on 01732 364422 ext 2462.

Malone starts primary care 'listening' visits

Gerald Malone, minister for health, has started his primary care listening tour by visiting general practices.

Mr Malone says, "I am extremely keen to hear the aspirations of GPs, nurses and other professionals because we now have a real opportunity to enhance their role in the delivery of care." However, a Department of Health spokesman comments, "There are no particular plans to visit pharmacies."

Mr Malone will be visiting eight locations over the next month. The health minister will be meeting GPs, nurses and other primary care providers. It is hoped the tour will reveal what sort of primary care is required and identify any obstacles.

Patient education campaign expected

The Department of Health is expected to launch a patient education campaign next week to persuade people to only call out doctors in cases of real need.

The Government-funded campaign, which will be promoted locally by Health Education Authorities, will suggest that people take advice from their pharmacist in the first instance.



The chairman of the Pharmaceutical Contractors Committee, Sheelagh Hillan, paid tribute at its annual dinner to Justin Beagon, a past chairman of the PCC and a fellow of the Pharmaceutical Society of Northern Ireland, who is retiring from the Committee

Folic flurry

Pharmacists should get ready for a flurry of folic acid queries, as the Health Education Authority and Health Promotion Wales national folic acid campaign goes live on television and in the press next week. With the aim of raising awareness of the role of folic acid in preventing spina bifida and other neural tube defects, the campaign is backed by posters and leaflets to display in pharmacies and a summary guide for health professionals.

● The HEA is running a folic acid pharmacy window display competition (see p245).



Society to set up health promotion working group

The Royal Pharmaceutical Society is to set up a working group to review the pharmacist's role in health promotion.

In the final report of the Council resolutions passed at last year's Branch Representatives meeting, the Society says the working group will be set up in early 1996. It is also discussing the pharmacist and health promotion with staff at the Department of Health.

Another working group is to be set up to discuss the community pharmacist having access to patient diagnosis, following a meeting with the British Medical Association last December. The group will consider how information can be transferred without breaching confidentiality and how treatment protocols and outcomes should be developed.

- Branches with a school of pharmacy within their boundaries are being asked to consider inviting a student to serve on the branch committee.

- The Council has assimilated the thrust of the motion – that, in addition to the current validation procedure for pharmacy degree courses, the Council initiates a continual review of the ongoing changes in degree structure and content – in deliberations on a revised indicative syllabus for all four-year courses.

- The Council is expected to reach a decision by April on whether it should proceed with a split registration year.

- The issue of labelled directions, where it should be a professional requirement that all dispensed medicines should be labelled with precise directions, is under review.

Healthnet wide open

Participation in the Healthnet, the NHS electronic link system, will be open to any healthcare professional, says a Department of Health spokesman (C&D February 17), but funding for the scheme will be negotiated locally.

Concern has been expressed that pharmacists may be excluded or would have to pay for usage. The spokesman says healthcare professionals will only be reimbursed if they use accredited systems within the network. Terms will be by agreement with local administrators, such as the health authorities, which will be responsible for funding.

The Healthnet is a Government scheme to link all aspects of the NHS electronically.

Call for more contraceptive information

Over a quarter of women are not satisfied with the level of professional information they receive about contraception, says a Contraceptive Education Service report.

Among young women who know something about contraception, over 60 per cent opt to ask friends or relatives before consulting a health professional.

The survey has been published

to coincide with the launch of the CES guide to contraception and a Pharmacy Healthcare Scheme leaflet on contraception and sexual health (C&D February 10).

The CES guide gives information about the 13 types of contraception and is part of the Health Education Authority initiative to involve all of the primary healthcare team in providing contraceptive information.

The report also says that although the Pill and condom are the most popular methods, women using other techniques are more likely to get written information about them (66 per cent) than Pill or condom users (38 per cent).

The CES is run by the Family Planning Association and the health education bodies across the UK.

NW audit aims to counter *Which?*

Pharmacists in the north west of England are to fight back over criticisms made in the latest *Which?* report, using a region-wide audit to document over the counter sales of terfenadine. The aim is to run an audit through as many of the region's 1,350 pharmacies as possible.

According to the project co-ordinator, Roy Lane, audit facilitator for Bolton and Wigan Family Health Services Authority and Manchester Health Commis-

sion, it has yet to be decided whether the audit will examine requests from consumers for 'something for hayfever' or if it will analyse requests for named products. Mr Lane says both the National Pharmaceutical Association and the audit development fellow for England, David Preece, favour the latter approach.

The facilitator team will devise the audit model, giving participating pharmacists and assistants a sales protocol to use.

"How many times the sale was refused and for what reason is the most important thing we want to find out," says Mr Lane.

Details will be ironed out at a meeting next month, where the 15 community pharmacy audit facilitators will also consider whether to approach manufacturers for funding.

Pharmacists from other regions who are interested are asked to contact Mr Lane on 01706 627118.

UCA trades up NPA calls for more students

Pharmacy assistants in Northern Ireland are to be trained in retail skills, courtesy of the Ulster Chemists' Association. A series of training sessions will take place in Belfast, Omagh and Londonderry between March and November, focusing on: dealing with sensitive issues, commercial awareness, merchandising and display.

The UCA is also hoping to run a tax self-assessment evening for pharmacists next month.

The National Pharmaceutical Association is asking schools of pharmacy to increase their annual undergraduate intake.

The NPA request comes as community pharmacy proprietors express concern about the difficulties faced in recruiting pharmacists.

In a letter to the schools of pharmacy, John D'Arcy, deputy director of the NPA, explains the concerns of the NPA Board of management and asks school

heads to consider increasing intake numbers. Factors cited in the letter for a potential shortfall in pharmacist manpower are:

- extended hours of pharmacy opening including Sundays
- an increasing number of women pharmacists who take career breaks
- increasing numbers of new pharmacist posts in hospitals
- the 'fallow' year in 2000, as undergraduate courses are extended by a year.

Assistant training

Last week's 'Pharmacy in Training' feature listed courses which, if completed by assistants by December 31, 1996, will satisfy the Royal Pharmaceutical Society's training requirements. The list should have included the National Pharmaceutical Association's Assistants Training Manual. Those who hold an NPA completion certificate or submit their work for certification before the end of the year will qualify.

Scots scripts

Pharmacists and appliance contractors in Scotland dispensed 4,502,871 scripts during November, at a gross cost of £41,277,805 and a net cost per script of £8.5178 for pharmacists and £8.6348 for pharmacists and appliance suppliers.

Dressings list

The March edition of the *C&D Price List* contains the re-instated disallowed dressings and appliances list, which has been updated and rewritten. This will be replaced in the next *Generics Reference*. The April/September issue is due out on April 20.

Go to sleep

Pharmacists helping GPs review their management of insomnia can obtain free copies of the Sleepwalk campaign's information pack by contacting: Sleepwalk, 1 St Mary Abbots Place, London W8 6LS.

PPA update

English and Welsh pharmacists are reminded that scripts for Nizoral Cream must be endorsed 'SLS' to ensure payment. The latest PPA newsletter also stresses that the 1ml Depo Provera 150mg/ml vial is now a contraceptive attracting no charge and that old-style FP10s are valid for submission.

Drug road test planned

Police chiefs are considering drug tests for use in road accidents. The move coincides with the start of a three-year Department of Transport study on the level of drug involvement in road deaths.

Continence care

The Continence Foundation has produced a 'Continence Products Directory', which lists products available for treating incontinence, and if they are allowed on the Drug Tariff. It costs £45, or £35 if ordered before April 19, from the Continence Foundation, tel: 0171 404 6875.

Discount enquiry on the cards

A discount and container enquiry is on the cards for March purchases, reveals the Pharmaceutical Services Negotiating Committee. Chairman David Sharpe says it is still in discussion with the Department of Health over the matter.

It is also renewing representations to Customs & Excise to call for zero-rating for the professional allowance and is awaiting a response.

Registration of advice Another meeting is scheduled with the Office of Fair Trading over the registration of advice from local pharmaceutical committees and contractors. "In practical terms,

there is no difference as far as LPCs are concerned," says Mr Sharpe.

LPC dinner Over 130 MPs will attend the LPC dinner in March, including the secretary of state for health, Stephen Dorrell.

Late payment The next PSNC newsletter is to ask contractors to make their MPs aware of the difficulties associated with late payment by the Government.

In addition, a memo is to be circulated to LPCs, advising of the opportunities available to canvas candidates in the run-up to the general election. The aim is to persuade MPs to visit pharmacies to illustrate the difficul-

ties caused by late payment and the Department's attitude towards remuneration.

Terms of Service PSNC has stressed that any changes to the Terms of Service that require pharmacists to undertake mandatory continuing education out of hours should be recompensed.

Promotion A booklet that promotes the community pharmacist to health authorities and trusts is to be launched at the LPC conference to be held on March 4.

Seminars PSNC has produced three seminars for LPCs: presentation skills, negotiating skills and health economics.

Surrey optimism

Surrey pharmacists are hoping that the creation of two new health authorities in April will bring more funding for local pharmacy projects.

Previous applications to Surrey Family Health Services Authority met with a blanket refusal. Surrey Local Pharmaceutical Committee decided to put together a policy statement as a starting point for discussion when the new East and West Surrey Health Authorities take over.

"We wanted to show what we

had to offer," says chairman Alan Rogers, who is optimistic that funding will be available. Prescribing advice to GPs will be a high priority.

The LPC, which will split into East and West Surrey Committees on April 1, will press for funding to reimburse upgrading of fittings and space allocation. The statement also favours rural collection and delivery schemes, training for specific services, professional development groups and pilot projects in practice research.

Boots takes an alternative route

Complementary remedies have received the Boots the Chemists' seal of approval, with the news that the company is funding a research fellowship on homeopathy and herbalism.

The five-year fellowship will allow pharmacist Jo Barnes to study at Exeter University's Postgraduate Medical School's Complementary Medicine Clinical Research Unit. Her research will include a literature review of controlled trials in homeopathy, herbal side-effects and a continuing review of new developments in homeopathy and herbalism.

Striking off for unlicensed PIs

A Hampstead pharmacist, who bought unlicensed 'cut-price' medicines from a wholesaler, was ordered to be struck off for misconduct this week.

Vrajesh Patel of Hampstead, London, was the first of up to 16 pharmacists to be judged by the Statutory Committee of the Royal Pharmaceutical Society for alleged offences involving an unlicensed dealer, Pierre Schaffer (*C&D* February 3, p150).

The Committee heard that Mr Patel, trading as the Ritz Pharmacy in Hampstead, began dealing with Mr Schaffer of Margate, Kent, who imported drugs from as far afield as India and Mexico, in 1992 and continued until just before his arrest the following year.

Society inspectors also discovered at his pharmacy: evidence of repackaging of pharmaceutical products; out of date products on shelves; and Eusaprim tablets wrongly described as Septtrin.

David Reiss, representing Mr

Patel at the hearing, said he admitted poor practice and buying the unlicensed medical products from an unlicensed wholesaler, Mr Schaffer. However, he had been introduced to him by a local dentist and had no reason to doubt that he was a respectable wholesaler.

Committee chairman Gary Flather QC said the other offences at the pharmacy in themselves rendered Mr Patel unfit to be on the Register.

However, with regard to the buying of goods from Mr Schaffer, the Committee had to ask itself whether he knew Mr Schaffer was dealing with unlicensed products. The Committee had discovered a list of features that should have alerted Mr Patel that something was wrong.

Despite finding Mr Patel to be "hard-working and tenacious", the Committee could find no alternative but to order that his name should be struck off. He has three months to appeal.

Insurance fraud pharmacist loses restoration bid

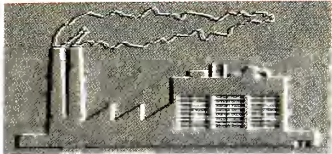
A North East pharmacist, who took part in an insurance fraud involving the faking of his own death, lost a bid to be restored to the Register this week.

The Royal Pharmaceutical Society's Statutory Committee told Sharry Borgan, now of West Worthing, West Sussex, that his application to be reinstated was "grossly premature".

Mr Borgan was struck off in 1993 after he was sentenced to three and a half years imprisonment for his part in a \$1.2 million life insurance conspiracy.

He said that since being struck off, he had been made bankrupt. After his release from prison, he had built up a company of seven shops by obtaining mortgages from a finance company. On hearing of his case, the company called in the mortgages on the grounds that he had failed to notify them of his conviction.

INDUSTRY VIEWPOINT



How to be a success

BT's current TV advertising uses the strapline 'work smarter, not just harder' – the proposition being that installing a Freefone number will encourage a company's customers to call in and offer feedback. This, in turn, will enable it to better meet its customers' needs.

For a profession with the accessibility of independent community pharmacy the requirement for this facility is not so apparent. But the ability to meet customers' needs is undoubtedly the most important factor in a successful business.

The recent public controversy

Pharmacy is being hoist by its own petard in its desire for an extended role

over the quality of pharmacists' advice appears to show a score-line of *Which?* 3, Independent Pharmacy nil. Pharmacy is being hoist by its own petard through the pursuit of its desire for an extended role. That isn't to say that this is wrong – indeed, it is both right and desirable if the profession is to meet its customers' demands for more accessible primary healthcare.

A second 'consultant' pharmacist would appear to be a step in the right direction. The second pharmacist would be ideally placed to offer patient counselling without the distraction of an increasing pile of FP10s.

The Department of Health doesn't pay us enough to allow the luxury of a second pharmacist, I hear you say. This is precisely why the profession should think about its customers' OTC needs.

Better advice and service would provide dual pharmacist practices with a competitive edge and would lead to more satisfied customers. And the increased sales would help fund the extra pharmaceutical resource. Like BT says, it would help independent pharmacists to 'work smarter, not just harder'.

This column is contributed by a senior industry manager.

The Drug Tariff and flexibility

The inconsistencies of the Drug Tariff are a constant aggravation, but however much I moan little seems to change. It is the principle of responsible endorsement and professional honesty that is at the heart of the problem. This was recently highlighted again by a rare, but annoying occurrence.

I had been called out for an urgent prescription, but at the earlier than usual time of 9.30pm and for a Controlled Drug not endorsed 'urgent' by the prescriber. According to the Drug Tariff, I can only claim an urgent fee by endorsing this 'urgently dispensed' myself if this occurs after 11.00pm. So, as the prescription stood, no call-out fee was payable.

If the prescription had been from a local general practitioner or even a non-CD, the problem could have been easily rectified, but this time I could not return the form by post and therefore had to travel three miles to a distant surgery to ensure that the appropriate endorsement was properly added. I could, of course, have endorsed a time after 11.00pm, but that would have been fraud!

The question of flexibility of endorsements is highlighted by this story. It is also a reflection of the respect with which I am treated by the Department of Health. Prescriptions are still dealt with as a non-professional, supply-only transaction, with the aim of the Tariff being to eliminate fraud wherever possible. Fairness is a secondary consideration and responsible professionalism has never been considered as a constructive alternative.

An inside view to open eyes

I was delighted that the secretary of state for health, Stephen Dorrell, was able to see at first hand the workings of a community pharmacy

Topical Reflections



agree, should now write to their own MP, regardless of their own political affiliation, and invite him or her to a head to head in a real live pharmacy. I am sure most MPs will welcome the opportunity to learn first hand and from the shop floor what the secretary of state for health has so recently learnt for himself from Mr Turner. And first in the queue must be the secretary's own minister for health, Gerald Malone, for here must be one of the most ill-informed of all MPs on either side of the House!

Why is thyroxine 25mcg in short supply?

when he visited Martin Turner's outlet in Woodshot Eaves (*C&D* February 17, p204). To have the opportunity of an uninterrupted hour in which to bend the secretary of state's ear makes me green with envy. I am sure that Mr Turner successfully flew the flag in the name of community pharmacy.

However, in my experience, most Members of Parliament are conspicuous by their ignorance over matters materially affecting community pharmacists, perhaps because of the complexities of our contract but also, to be fair, because of the pressures of time from so many other competing problems. Mr Dorrell should now have a better understanding of our problems and of our contribution to the healthcare community, but that knowledge should not be restricted to him alone.

All independent community pharmacists and employees, if their multiple owners will

Thyroxine tablets 25mcg were introduced many years ago by Thos Kerfoot and are now marketed by Evans. In all that time, supplies have been sporadic and I have often had to limit the quantities I dispense to patients because of a shortage of supply. Yet thyroxine in 50mcg and 100mcg strengths is freely available and I cannot ever remember having a supply problem.

Evans has a monopoly of supply for 25mcg tablets and at a far higher relative price than the other strengths. If the company is unable to maintain supplies, that monopoly should be broken and then the free market would, perhaps, be able to provide the consistency of supply almost every other pharmaceutical product on the market appears to achieve.

SCRIPT SPECIALS

Once daily Tildiem

Tildiem (diltiazem) is now available in a once daily formulation. A single daily dose of Tildiem LA200 and Tildiem LA300 offers 24-hour control of angina symptoms and heart rate. Both are also licensed for the treatment of mild to moderate hypertension. The packs, containing 28 capsules, have basic NHS prices of £11.10 and £11.80 respectively.

Lorex Synthelabo Ltd. Tel: 01628 488011.

Triple Teoptic

Ciba Vision Ophthalmics has introduced new packs of three x 5ml eye drops to the Teoptic (carteolol hydrochloride) range. The basic NHS prices for new packs of Teoptic 1 per cent and Teoptic 2 per cent are £12.32 and £14.46 respectively.

Ciba Vision Ophthalmics. Tel: 01489 775514.

Fleet Micro-enema

The Fleet Micro-enema, available in a 5ml ready to use rectal applicator, contains 450mg sodium citrate and 45mg sodium lauryl sulphoacetate (basic NHS cost, £0.45). It incorporates the anatomically-shaped, pre-lubricated Comfortip, as well as a finger guard.

EC De Witt & Co Ltd. Tel: 01928 579029.

Ametop Gel

Ametop Gel (amethocaine 4 per cent w/w) is an aqueous anaesthetic gel, which when applied topically to the skin, under occlusion, has an onset of action of 30 minutes and duration of action of up to six hours. It is licensed for use in children over one month of age and, as a Pharmacy medicine, can be purchased without a prescription. The basic NHS price for a 1.5g tube is £1.20.

Smith & Nephew Healthcare Ltd. Tel: 01482 222200.

Naproxen supply

Contractors in Scotland are advised by the Scottish Pharmaceutical General Council that because of continuing supply problems with Naproxen Tablets 250mg and 500mg. It has been agreed that endorsements will be accepted for the month of February.

Maternal diet a factor in future health of offspring

A mother's diet during pregnancy can have long-term effects on her baby's health, according to new research published in the *British Medical Journal*.

Over 500 women took part in a study to assess how nutrient intakes in early and late pregnancy influence placental and foetal growth. Researchers discovered that mothers who had a high carbohydrate intake in early pregnancy had babies with lower placental and birth weights. Low intakes of dairy and meat protein in late pregnancy were also associated with lower weights. These

associations were independent of the mother's height and body mass index, and also of the strong relations between the mother's birth weight and that of her offspring.

Although these effects could be of long-term importance for the development of cardiovascular disease, the authors say they should not be a basis for changing dietary recommendations to pregnant women and add that there needs to be replication of their results in other studies.

The significance of the results was confirmed by two further

studies in the same journal. The first concluded that thinness at birth can increase, by as much as threefold, the risk of non-insulin dependent diabetes in later life. A second study by the same research team found that men who were small at birth, but were tall as adults (thus having a higher than average growth potential), had particularly raised blood pressure. The authors suggest that it is the failure to achieve growth potential in the womb that is related to blood pressure rather than the actual low birth weight.

No link found to connect breastfeeding and cancer

No overall association has been found between a history of breastfeeding and subsequent breast cancer, reports *The Lancet*. It had previously been thought that breastfeeding had a slight protective effect.

A prospective investigation, involving 89,887 women, established how long they had breastfed their children for and then

carried out a six-year follow-up for development of breast cancer. Compared with women who had never breastfed, and after adjustment for risk factors, no association was found between a history of breastfeeding and subsequent breast cancer. However, a lower risk of cancer was observed among women with one child who had breastfed.

New hope with new drugs

Glaxo Wellcome has another 5-hydroxytryptamine sub-type 1 (5HT₁) agonist in development as a highly-selective treatment for migraine, Dr Peter North of Glaxo Wellcome Research & Development, Stevenage, told a meeting of the Royal Society of Chemistry.

Naratriptan, which has a similar efficacy to sumatriptan, was found to have a longer duration of effectiveness in initial phase II studies. The drug is currently in phase III clinical trials.

● Patients whose natural immu-

nity is compromised, because of AIDS or cancer, or those undergoing organ transplantation, are particularly susceptible to fungal infections. Voriconazole, a new anti-fungal developed by Pfizer, is proving effective against fungal infections caused by *Aspergillus* and other fungi resistant to currently available drugs.

Clinical tests with patients have been promising and the drug, which can be administered orally, should be available on prescription within the next four years.

Cooking can damage your health

Cooking with a gas stove is associated with an increased risk of asthma-like symptoms in women, according to a new report in *The Lancet*.

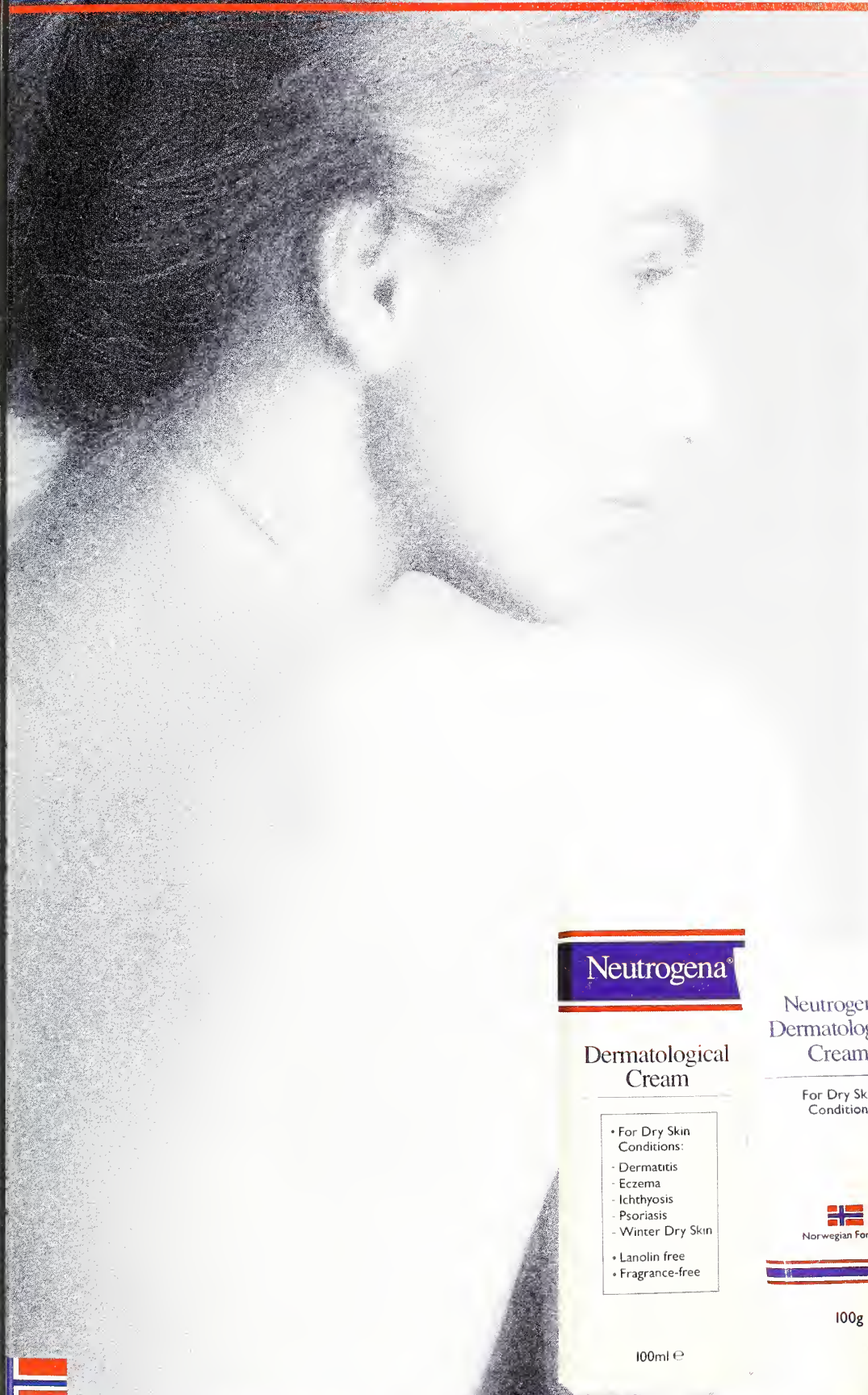
A research team, based at St Thomas's Hospital in London, studied the links between use of domestic gas appliances and respiratory symptoms in over 1,800 adults in East Anglia.

Women who use gas cookers were found to have twice the risk of wheezing, shortness of breath and asthma attacks, compared to those who used electric or other types of cookers. In houses where there were gas fires or gas central heating, as well as a gas cooker, women were more likely to show symptoms. These associations were not seen in the men.

It is thought that nitrogen dioxide, even at the low concentrations produced by gas cooking, may damage bronchial epithelial cells and trigger the asthma-like symptoms.

The authors conclude that women may be more susceptible than men to the products of gas combustion or they may have greater exposure to high concentrations because they cook more frequently than men.

According to the authors, further investigation into the role of gas is warranted.



Neutrogena®

Dermatological Cream

• For Dry Skin Conditions:
• Dermatitis
• Eczema
• Ichthyosis
• Psoriasis
• Winter Dry Skin

• Lanolin free
• Fragrance-free

Neutrogena®
Dermatological Cream

For Dry Skin Conditions


Norwegian Formula

100g

100ml e

Graph to show rehydration over time.¹

The graph plots % over baseline skin conductance (Y-axis, 0 to 800) against Hours after application (X-axis, 0 to 6). Neutrogena (red line) shows the highest rehydration, reaching approximately 780% at 6 hours. Other moisturisers (black lines) show lower rehydration, with the highest among them reaching approximately 520% at 6 hours.

Hours after application	Neutrogena (%)	Other Moisturisers (%)
0	0	0
4	380	120 - 200
6	780	140 - 520

NEUTROGENA IS SHOWN IN RED
OTHER MOISTURISERS ARE IN BLACK

Pleasant to use

For the management of
dry skin conditions



zema Psoriasis Dermatitis Ichthyosis Winter dry skin

See www. **USES:** Indicated for the treatment of skin conditions or as directed by physician. **CONTRAINDICATIONS:** Transitory minor skin irritation. **LEGAL CATEGORY:** OTC **GSL FURTHER INFORMATION:** For skin conditions, see also 5165/0002. © 2000 Johnson & Johnson Consumer Products Inc., New Brunswick, New Jersey, U.S.A.

Dermatological Cream

References:

1. Clinical Study, St John's Dermatology Unit, St Thomas' Hospital (Data on file)

2 Clinical Studies, Neutrogena Corporation (Data on file).

TV ISN'T THE ONLY BOX WE'RE INVESTING IN THIS WINTER

Demand for Nurofen is certain to surge as an unrivalled £13.5 million investment in TV, press and PR once again makes Nurofen a first choice with your customers.

Let them know you stock the Nurofen range by displaying the comprehensive new P.O.S. material, including the innovative self-select unit designed to encourage impulse purchase.

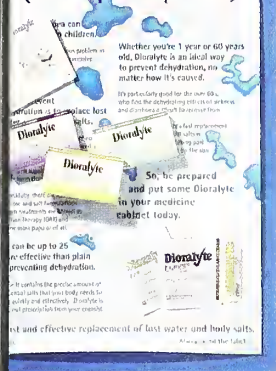
To make sure you benefit from Nurofen's support contact your local territory manager for details of the P.O.S. available.

NUROFEN



ON TV FROM 19TH FEBRUARY

event your child becoming dehydrated (soak up this poster).



ORT poster from Dioralyte

Rhone-Poulenc Rorer's family health division has produced some Dioralyte branded posters on preventing dehydration due to illness.

The posters – along with patient information leaflets – are available free of charge by writing to:

(SOTC/Dioralyte), Lyons Waddell, 11/12 Bouverie Street, London EC4Y 8AH.

All aboard with Do-Do Chesteze

Do-Do Chesteze is going on the buses ... as part of a new \$500,000 advertising campaign.

This follows the introduction of new packaging and the repositioning of the brand – from a 'breathlessness' treatment to a bronchial product.

The posters will appear on buses, in post offices and at bus shelters.

Zyma Healthcare. Tel: 01306 742800.

Tune in to Tums

Smithkline Beecham is backing Tums with a \$1 million campaign.

The company is hoping to better the results of the last series, when sales increased by 55 per cent.

Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.

Nizoral offers new opportunity

Nizoral Dandruff Shampoo, the latest POM to P switch, offers pharmacists a major opportunity to gain a further share of the \$70 million dandruff market.

The yeast *Pityrosporum ovale* has been implicated as the root cause of dandruff and its occurrence on the scalp has been shown to be directly proportional to symptoms. The yeast forms naturally on all scalps, but, in cases of seborrhoeic dermatitis and dandruff, the levels are higher. Ketoconazole, the active ingredient of Nizoral, is a potent anti-yeast and anti-fungal agent.

To clear dandruff and seborrhoeic dermatitis the shampoo should be used every three to four days for two weeks. Once the scalp is clear, it only needs to be used every one to two weeks. However, if the sufferer stops, the problem can return.

A 60ml pack, sufficient for three

months' treatment, retails at \$5.45.

Nizoral



Dandruff Shampoo can be used on coloured or permed hair, although there have been reports of slight discolouration. As with most shampoos, it may occasionally cause irritation, itching, a burning sensation or make the hair drier or greasier. If the user experiences any of these problems, they should stop using the product and consult a pharmacist or GP.

A pharmacy support pack has been developed in association

with a panel of pharmacists, GPs and dermatologists and is available from company representatives.

The launch of Nizoral Dandruff Shampoo is being supported by a national TV advertising campaign, which begins in April; advertising in the consumer press; and a PR campaign. The company has also produced an educational leaflet, entitled 'First aid for dandruff', as well as window and counter display material. A pharmacy assistant competition is being organised to coincide with the launch.

Nizoral is the sixth POM to P switch for Janssen, which has recently joined with Centra Healthcare to form J&J MSD Consumer Pharmaceuticals. The new joint venture will be responsible for the marketing and distribution of the product.

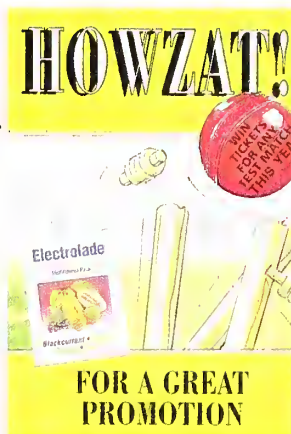
J&J MSD Consumer Pharmaceuticals. Tel: 01494 450778.

Electrolade aims to bowl them over

Tickets for cricket's summer series of test matches between England and India or England and Pakistan are up for grabs in Eastern Pharmaceuticals' new Electrolade promotion.

Electrolade orders for either a pack of six or 20 mean a score of one run: two tickets will be awarded to each of 50 highest scorers. Extra runs can also be won through the use of a leaflet display (worth two runs) and the display of a showcard (two runs).

Regular bonus runs will be awarded every three weeks for point of sale material that is in place when company reps call.



● All tickets are for Sunday matches and winners can choose to go to any of the grounds (Lords, the Oval, Headingley, Edgbaston or Trent Bridge).
Eastern Pharmaceuticals. Freefone: 0800 371793.

Brushing up on Unichem

Unichem's third themed promotion of the year focuses on oral hygiene.

As with the previous campaigns, it includes a consumer information leaflet, advertorials in the mainstream press and a series of special deals.

Discounted products include Corsodyl Mouthwash, Bonjela Gel, Fluorigard Daily Mouthwash, TCP Liquid and TCP Pastilles.

● Unichem is also introducing reduced net pricing on its own-brand lines from March 1. The company says that this means increased POR for all product groups.
Unichem plc. Tel: 0181 391 2323.



Bisodol Extra targets youth

Whitehall Laboratories is hoping to attract younger consumers to the indigestion remedies market with the launch of Bisodol Extra Strong Mint.

The new variant targets the eight million adults who currently suffer from indigestion – 66 per cent suffer from frequent indigestion – and consume extra strong mints.

Packaged in a plastic pack with flip-top lid, 30 tablets will retail at \$1.49.

The launch is to be supported by a \$2.5 million national television and press campaign, beginning in April.

Support in-store includes shelf-edgers, product dispensers and display units.

Whitehall Laboratories Ltd. Tel: 01628 669011.

A taste of honey

Liquid Vitamins is a new 'breakfast supplement' from Summerbee Products.

The RDA amounts of vitamins C and E have been blended with pure acacia honey so the supplement can be taken neat, spread on toast or on morning cereal.

A 280g jar retails at \$7.95. There is a 15 per cent discount on all first orders on cases of 12.
Summerbee Products. Tel: 01803 212965.

AAH March offers

Top of the best buys in AAH Pharmaceuticals' monthly magazine for March is the Kleenex Huggies range of nappies. **AAH Pharmaceuticals Ltd. Tel: 01928 717070.**

Jelly nice

Elida Fabergé has launched a poster campaign in sports centres backing its Vaseline Petroleum Jelly. It promotes the message, 'The difference between a comfortable winner and a sore loser.'

Elida Fabergé. Tel: 0181 481 6000.

Mega Efamol

Efamol has introduced a new 1,000mg one a day capsule in its original evening primrose oil. A 30-capsule pack costs £6.59.

Efamol Information Line. Tel: 01483 570248.

Boots' body care

Boots has extended its No7 Bodycare line with a firming anti-cellulite cream, boasting a theophylline complex formulation. It retails at £17.50 for 200ml.

Sunny Almay

New summer shades from Almay opt for a sheer effect: eyeshadows in sheer stone and sheer mist, while lips are natural pink in crinoline.

Revlon International Corporation. Tel: 0171 629 7400.

Rimmel promo

Rimmel is offering consumers the opportunity to purchase its new spring shades at a special introductory price of £0.50 off the rrp.

● The brand has also announced its sponsorship of the 'Look of '96' with Kiss FM. **Rimmel International Ltd. Tel: 01233 625076.**

Wrigley update

Wrigley's Orbit sugar-free gum is now available in improved, 'more refreshing' spearmint and peppermint flavours.

Wrigley Co Ltd. Tel: 01752 701107.

Feeling at home with Daniel Galvin



Hair stylist Daniel Galvin is introducing a range of semi-permanent home hair colorants, which he promises give salon results.

Daniel Galvin Salon Colour range is designed to enhance the natural colour of hair or refresh highlights and lowlights between salon visits. None of the variants contains ammonia or peroxide and four are suitable for use on grey hair.

There are six shades:

Light Golden Blonde, Light Copper Blonde, Warm Dark Blonde, True Light Brown, Warm Mid Brown and True Dark Brown. They retail at \$4.95 for 45ml (enough for one to two applications depending on hair length).

● A Daniel Galvin Freefone helpline operates 9.30am-5.30pm, Monday to Friday, for consumers with any problems or queries about their hair care. **Daniel Galvin. Tel: 0171 224 7006.**

Shine Control

Rimmel is extending the shade palette of Shine Control Foundation to include more beige tones.

It is also adding three colour-matched shades of Anti-Shine Powder to complement the existing translucent variant.

The company will also be promoting the Clear Complexion range with a special promotion this May by offering consumers \$0.50 off the normal retail price.

Rimmel International Ltd. Tel: 01233 625076.

New York smiles

The best-selling lipstick shade across the US is making its UK debut.

It is Revlon's Toast of New York and kicks off a trio of new shades: the other two being Coffee Bean and Naturally Nude. Available in lipsticks (\$7.25) and nail enamels (\$5.95), they are on the counter from March 20.

This look is completed with a new shade of blush in Deepest Nude (\$12).

Revlon International Corporation. Tel: 0171 629 7400.

New men's fragrance sails in

Latitude is a new men's perfume inspired by round the world yachtsman Olivier Kersaun.

It features notes of patchouli, sandalwood, Italian lemon and Guinean orange, and is packaged in navy blue

and silver flasks.

The line comprises: two eaux de toilette (75ml, \$14.95 and 150ml, \$19.95), an after shave splash (75ml, \$9.95) and a stick deodorant (75g, \$7.95).

PSA Management. Tel: 0171 372 7300.

Making the most of Mavala

Mavala has introduced new point of sale material for its nail and hand care range.

For its Mini Colour Collection there is a new version of its show card, featuring a manicured hand wearing a Mini Colour ring and bracelet. It is available in three sizes (for counter or window displays).

For Nailactan there is a new 'Totem' stand which is suitable for counters, shelves or window sites.

The company is also revitalising its consumer advertising with a campaign breaking in March. A new visual has been created using hands to spell out certain letters of the Mavala name.

New product activity includes the introduction of a fashionable white khol pencil (\$2.85).

Mavala (UK) Ltd. Tel: 01732 459412.

Sleeping beauty

Elizabeth Arden is extending its successful Ceramide anti-ageing skin care line with Ceramide Night Intensive Repair Cream.

It boasts Elizabeth Arden's "most advanced age-fighting ingredients" and promises significant improvement in the skin's appearance after just one week's use.

Available from April 15, it will retail at £29.50 for 30ml.

Elizabeth Arden Ltd. Tel: 0171 574 2700.

Swipe it out!

Insect repellent range Autan is being extended this summer with the launch of Autan Fresco Wide Swipe Stick.

The stick (\$2.09) is a balm version of Autan Fresco, the insect repellent with skin care benefits, launched last year. It contains 10 per cent DEET (providing up to four hours' protection) and is suitable for use in situations where mosquitoes are less prevalent.

Scholl Consumer Products Ltd. Tel: 01582 482929.

02 pretty woman!

02 is the new spring Impulse variant for the revitalised brand.

Its introduction coincides with a totally new look across the range, with brightly-coloured cans, matt gold graphics and new hieroglyphic symbols (representing the personality of each spray).

The fragrance of the new product follows the fresh and citrus trend characterised by Calvin Klein's CK One. It has fruity top notes of citrus, melon, green apple and mint; with heart notes of freesia, rose and peach. Base notes are musk, cedar and halitot.

A \$6 million marketing support package includes press, TV and cinema advertising, which breaks on April 15 with two commercials – one focusing on the Impulse brand and one on 02 itself.

A full point of sale package will support the brand in-store.

● The Impulse Vanilla range has been rationalised to enable Vanilla Secrets and Vanilla Kisses to become part of the regular line-up (Vanilla Delights has been dropped). In the regular line, Flamenco and Vive have also been discontinued.

Elida Fabergé. Tel: 0181 481 6000.



Your opportunity to win a Canon camera and be a part of the HEA's important health campaign for women planning a pregnancy

Folic acid awareness

On February 27 the Health Education Authority (HEA) and Health Promotion Wales are launching a national campaign on folic acid. Television and press advertising will raise awareness and ensure that pharmacists and their counter assistants will be asked more and more about folic acid. The key message of the campaign is to encourage women to increase their intake of folic acid if they are planning to have a baby, and so reduce the risk of neural tube defects like spina bifida.

The three ways to do this are:

- to take a daily 400 microgram (mcg) folic acid supplement
- to eat a diet rich in foods which naturally contain high levels of folic acid, such as broccoli and cabbage

- to eat foods fortified with folic acid, such as some varieties of breads and breakfast cereals.

Already pharmacists in England and Wales will have received their copies of the folic acid leaflet and poster, as well as a summary guide for health professionals.

The HEA wants to see how pharmacists can help increase awareness of the importance of folic acid by using their folic acid supplements and campaign materials to create high-impact product displays.

Participants have the opportunity to win a fantastic Canon EOS 5000 camera and two runners-up prizes of Casio CSF 7950 electronic diaries. All pharmacists and their assistants have to do is create an eye-catching display of folic acid supplements and answer a few simple questions.

To enter, just send a picture of your

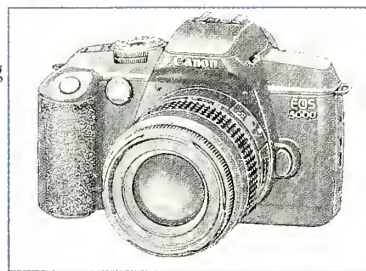


folic acid display and the answers to the three questions on the coupon below to Folic Acid Display, *Chemist & Druggist*, Miller Freeman Professional Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW by March 29. Entries will be judged by creative use of space, level of impact, original use of campaign posters and leaflets, choice of supplements offered (hint: see your National Pharmaceutical Association/-Proprietary Association of Great Britain guide to merchandising and display).



Competition

You could win the latest Canon EOS 5000 camera by sending in a picture of your folic acid awareness campaign displays and answering these three simple questions:



1 What dose of folic acid supplement is recommended for women planning a pregnancy?

2 When should the intake of folic acid be increased?

3 Name three foods naturally high in folic acid?

Don't forget to write your name and address on your enclosed display photograph.

NAME.....

ADDRESS.....

Please send your completed entry form to: Folic Acid Competition, *Chemist & Druggist*, Miller Freeman Professional Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Competition entries must be received by March 29.

The rules

1 The competition is open to pharmacists and their assistants. 2 Only one entry per person will be accepted, and entries must be on a form cut from this publication. 3 The competition is not open to employees of the Health Education Authority, or Miller Freeman Professional, their agencies or relatives. 4 Entries received after March 29, 1996, will not be eligible. 5 The displays which in the judges' opinion best promote folic acid, accompanied by the correct answers to the three questions, will be awarded the prizes as stated. 6 The judges decision is final and no correspondence will be entered into. 7 The HEA reserves the right to use any submissions for future publicity. 8 No cash alternatives will be offered.

Pulse High Strength Triomega



From March, Pulse High Strength Triomega will be available in a 60-capsule, economy-size tub, retailing at \$8.25.

Each capsule contains 200mg of EPA (eicosapentaenoic acid), twice the natural concentration of this essential fatty acid.

● According to Seven Seas, the brand maintains a 68 per cent share of the pure fish oil market.
Seven Seas Healthcare Ltd. Tel: 01482 375234.

Aloe Vera makes its mark

New advertising for De Vere Aloe Vera Juice and Skin Care features hieroglyphic images of spiritual carvings and paintings.

The De Vere Aloe Vera icon is incorporated in the centre of the ad and is also to become the dominant feature of the brand's packaging.

The advertising is to appear throughout the year in a range of health titles, including *Healthy Eating*, *Health Today* and *Health Shopper*.

Additional point of sale material is available to support the new-look range.

Aloe Vera Ltd. Tel: 01892 663212.

Agfa activity

Agfa is currently promoting its HDC400 film with a £1 off deal on 24+3- and 36-exposure film.

Point of sale material is available, as is a 40-film dispenser unit for quick sell-through.

Agfa-Gevaert Ltd. Tel: 0181 560 2131.

Steradent launches consumer careline



Reckitt & Colman is taking a direct response approach to its latest television advertising for Steradent in a bid to lift the social taboo of false teeth.

To break regionally on Monday and roll out

nationally this summer, the ad features a careline number (0800 111345) inviting denture wearers to call for more information.

Reckitt & Colman Products Ltd. Tel: 01482 326151.

Memories are made of this

Fragrant Memories has introduced an extensive new range of products.

A line of pot pourri, fragrant shapes and fresheners has been brought in under the Nature's Scent label. Prices range from \$0.99 for a hanging freshener.

Other introductions comprise: Marine fragrant shapes, shells, pot pourri and candles; additions to the Country Cottage Collection; new fragrant shapes; and a range of tea-inspired pot pourri.

Fragrant Memories Ltd. Tel: 01342 313206.

New wave nail care from Cutex

Cutex has developed a nourishing treatment for nails which boasts water as its active ingredient.

Aqua Nail Colour has a patent-pending formulation which contains water-soluble panthenol and silk protein – ingredients which usually cannot be used in nail polishes as regular formulations do not mix with water.

Aqua Nail Colour will be available from April and will retail at a special price of \$2.95 (\$0.50 off the rrp of \$3.45).

Rimmel International Ltd. Tel: 01233 625076.

Easter bunny treat from Duracell

Duracell is offering consumers a free computer game with alkaline battery purchases this Easter.

Presented on a standard PC floppy disc, 'Run The Bunny' is a maze game featuring the famous pink Duracell bunny. The offer will be supported by POS material.

Promotional bumper packs of six C and D cells

and 12 AA cells will include the disc in the pack. These are available from mid-March.

In addition, consumers can enter a national draw to win a Compaq Presario multimedia PC (worth \$1,800) by completing questions and a tie breaker which are on the promotional leaflet.

Duracell (UK) Ltd. Tel: 01293 517527.

Polish up with Tocola care

A tooth polisher is the latest addition to the Tocola oral care range.

While not designed to replace regular cleaning with a toothbrush, the battery-operated polisher works like a professional machine to clean the surfaces of the teeth, removing temporary stains and discolourations.

It features an on/off finger control and comes with one medium and two fine pastes, and four polishing tips (\$9.95). A separate refill kit is available (\$2.85).

Grafton International. Tel: 01543 480100.

Accent on the sensitive teeth

Smithkline Beecham is repackaging its Macleans Active Mouth Guard mouthwash for sensitive teeth, stressing its gentler positioning.

The new pack highlights the 'alcohol-free' formulation to show sufferers of sensitivity that the product is gentle and also to encourage trial by other consumers who prefer an alcohol-free formulation.

● According to SB, 30 per cent of the UK population suffers from sensitivity and, of these, 56 per cent regularly use a mouthwash.

Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.

Going Underground ...

Vitabiotics is launching a new advertising campaign for Pregnacare on London Underground.

The ads will appear in 4,000 tube carriages throughout March to coincide with the launch of the Health Education Authority's folic acid consumer campaign.

Pregnacare is also being supported by continued press advertising in parenting titles.

Vitabiotics Ltd. Tel: 0181 963 0999.

ON TV NEXT WEEK

Buttercup: GMTV

Clairel Nice 'n Easy: All areas bar LWT, CAR, C4, GMTV

Halls Mentho-Lyptus: All areas

Halls Soothers: All areas

Ibuleve: C, CAR

Karvol: All areas except TSW

Lil-Iets Applicator: All areas

Lil-Iets Non-Applicator: All areas

Neutrogena Norwegian Formula: All areas

Neutrogena T-Gel Shampoo: All areas

Otex: C

Sanex Bath & Shower: All areas

Sanex Deodorants: C

Seven Seas Cod Liver Oil: C, A, HTV, M, CAR

Steradent: N, NNW

Strepsils: All areas except GMTV, TSW

Tums: All areas

Tyrozets: STV, B, G, Y, HTV, TT, C4, GMTV

GTV Grampian, **B** Border, **BSkyB** British Sky Broadcasting, **C** Central, **CTV** Channel Islands, **LWT** London Weekend, **C4** Channel 4, **U** Ulster, **G** Granada, **A** Anglia, **CAR** Carlton, **GMTV** Breakfast Television, **STV** Scotland (central), **Y** Yorkshire, **HTV** Wales & West, **M** Meridian, **TT** Tyne Tees, **W** Westcountry

Smiles which hide the truth

If ever a pharmacy looked successful, it is this one. Mr P does everything right, but sales are static and his profits are slipping away. John Kerry looks behind the bright, smiling image to see if he can spot the flaw

There is a warm, smiling welcome for everyone visiting Mr P's pharmacy. With its bright, colourful and modern exterior, it stands out from the crowd of shops nearby. You would suspect it was part of a large chain, its corporate image is so distinctive.

Inside this modestly-sized shop the smiles continue, but it is not just the superb fittings and thoughtful layout that make one feel welcome, but the real smiles on the faces of the smartly uniformed staff and, of course, Mr P himself.

It would be an understatement to say that this pharmacy, situated in a long-established London suburb, is merely trading from this premises: it has been expertly designed, superbly packaged and, from all appearances, professionally marketed. In fact, it is an object lesson for all similarly-placed independents, who wish to increase their

market share in a location where competition for counter trade is from well organised multiples.

A major supermarket and national drugstore are within a stone's throw. The nearest pharmacy competitor is a much larger independent opposite, but it doesn't enjoy even half the prescription turnover of Mr P's and has had too many managers in recent years for it to make any headway.

Mr P's business has an annual turnover approaching \$500,000, split 68 per cent to 32 per cent between NHS and counter trade. Most of the prescriptions are written by three general practitioners in a health centre 100 yards away. It sounds healthy enough, but all is not well. Sales are virtually static, gross profit has dropped, mainly due to increased ingredient costs and tighter margins, while net profit has reached the danger zone in spite of severe cost-cutting on both wages and advertising.

What is going wrong here? Why has this up-front business, with 90 years of trading, an apparently loyal patient customer base and an owner who has marketed the shop with vigour and imagination, slipped into this situation?

As you would expect, Mr P keeps good sales and management figures, and some of the answers to his dilemma are obvious (see table above).

It is no surprise to see that two-

Sales figures by department, November, 1994, to October, 1995

	Sales cost	Profit \$ ex VAT	Sales %	Profit %	Sales %	Stock value	Stock turn
Pharmacy-only	24,517	12,147	36,664	33.13	37.51	3,994	6.1
GSL	19,457	8,612	28,069	30.68	28.72	5,436	3.6
Health food	1,940	648	2,588	25.04	2.65	318	6.1
Baby care	15,356	3,040	18,396	16.53	18.82	2,018	7.6
Toiletries	3,798	1,482	5,280	28.07	5.4	1,904	2.0
Cosmetics	1,352	798	2,150	37.12	2.2	2,167	0.6
Paper goods	1,675	397	2,072	19.16	2.12	578	2.9
Misc	1,370	603	1,973	30.56	2.02	1,034	1.3
Fragrances	238	318	556	57.19	0.57	761	0.3
Totals	69,703	28,045	97,748	28.69	100	18,210	3.8

thirds of the shop sales and nearly three-quarters of the profits come from medicines. With the exception of baby care, the remainder of Mr P's counter sales are hardly worth the shelf space they occupy and the gross profit from them is equally disappointing. Baby care appears to be the one exception, but as Mr P stressed, more than \$7,000 of this \$18,400 turnover (approximately 40 per cent) is from the milk token scheme, which yields only 8-10 per cent.

A glance at the bar chart (overleaf) shows that most of the non-medical counter sales are a major problem, despite aggressive marketing. Mr P has conducted market research among his customers, carried out regular leaflet drops, used advertising, EPoS and a proprietary planogram scheme.

On healthcare marketing, he has been no less active: practice

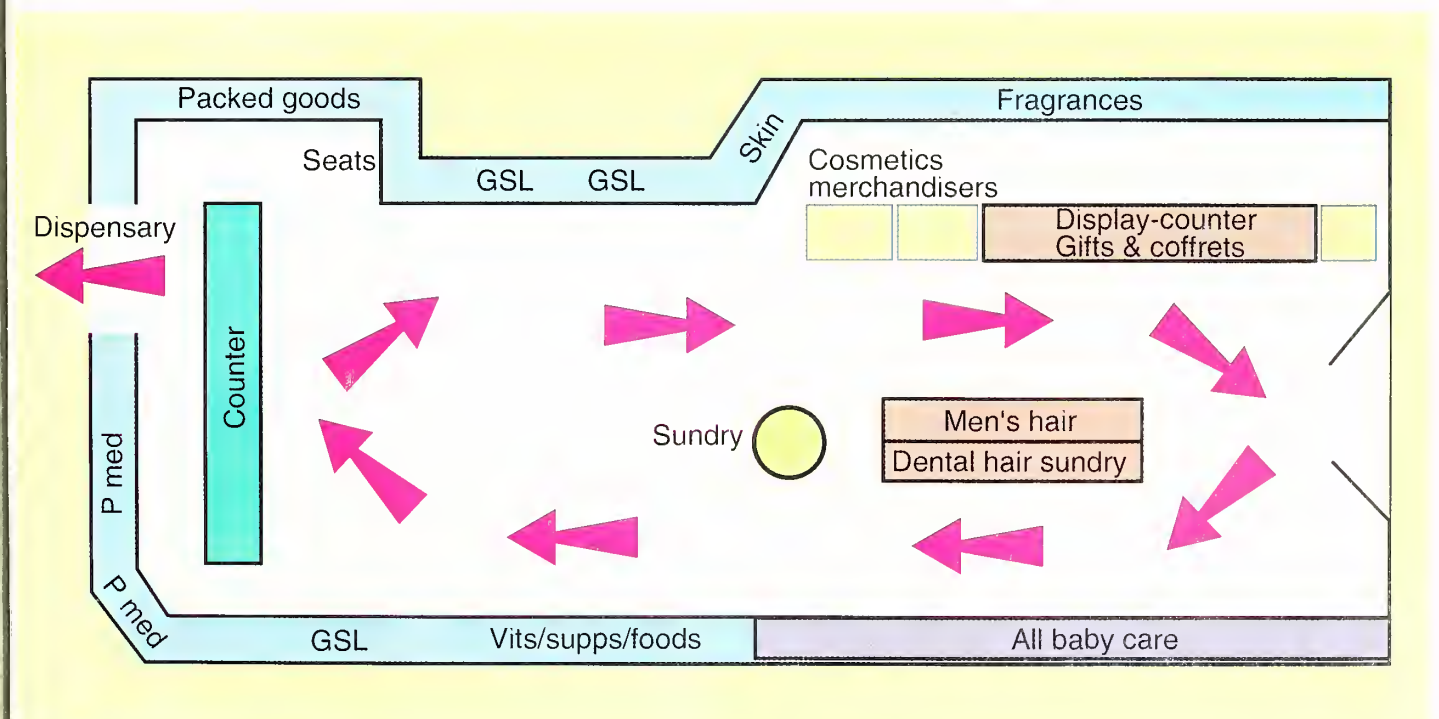
leaflets; collection and delivery service; S & N exchange; consultation area; PMRs.

All of this positive activity is nicely wrapped in a good-looking and friendly shop. So why are sales and profits falling away? The plot thickens and we must look elsewhere for some answers.

Car parking nearby is virtually impossible; the main road has recently been designated an urban clearway, so drivers can no longer just pull up outside to get a prescription filled.

Where do they go? Not across the road, that's for sure. They go to one of two supermarkets, within a mile, with free parking, that have just opened pharmacies. The principal reason for Mr P's script figures holding steady is his increasing volume of nursing and residential home dis-

Continued on P248 ►



◀ Continued from P247

persing. As everyone knows, this kind of dispensing makes the figures look good, but the general practitioner suffers.

Turnover is holding up, but the vanishing profitable business is being replaced by low-profit areas, such as milk token sales and nursing home dispensing.

Just to add to the misery, the recession struck late here and has bitten deeply, according to Mr P. And wouldn't you know it, the council has moved the bus stop 100 yards up the road, away from the shops. Wasn't it enough to paint double yellow lines? Mr P doesn't take these body blows without responding, but is he doing the right thing? Perhaps not.

For too many years now, he has let the over the counter business slide. Fifty per cent of the shop space provides only \$6,500 of gross profit, that's just \$150 a week. It probably costs more in wages to sell it. If Mr P was a farmer, and half of his acreage was yielding unprofitable crops, he would have planted some other seeds years ago. Mr P isn't alone, a very large proportion of independent pharmacies follow this route, but very few multiples do.

It doesn't take a John Harvey Jones to see what has to go. The expensive skin care, fragrance and gift lines that serve only as ornaments must be removed to free shelf space – but for what?

There is no easy answer to this question and it is too important a decision to guess at. In truth, the pharmacy needs to refocus on its market.

In marketing jargon, Mr P has to consider 'profiling' his main customer base, both present and

potential, and targeting his business towards it.

This piece can only provide broad brush stroke ideas and it may be necessary to carry out more consumer research among customers to ascertain their profiles, reasons for shopping at the pharmacy, how they travelled to it and what would they like to buy from it that isn't currently being stocked. Or there may be services that Mr P could offer that would easily fit into retail pharmacy.

It is possible that research will reveal data that is already assumed, ie that customers are nearly all pedestrians and either senior citizens or young mums with babies or young children.

If this is so, then Mr P will be able to focus on these with prod-

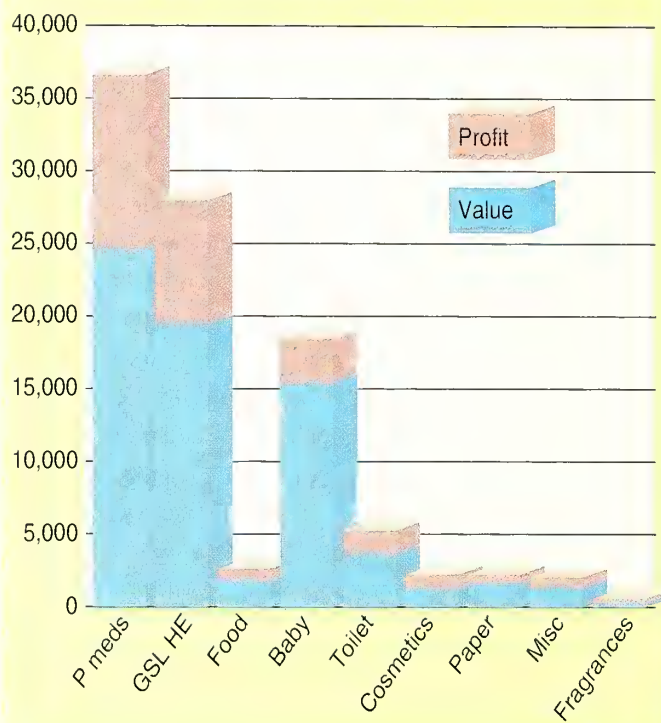
Fifty per cent of the space provides just \$150 a week. It costs more in wages to sell it

ucts and services that these customers want: toys, baby clothes, prams and pushchairs (why not?), baby sundries, aids for the handicapped, 'alternative medicines' or whatever they want to buy.

This **Business in Focus** is unusual for three reasons:

- year end profit and loss figures are not included, because they were incomplete and would serve no useful purpose in the state that they were

Sales from November to October

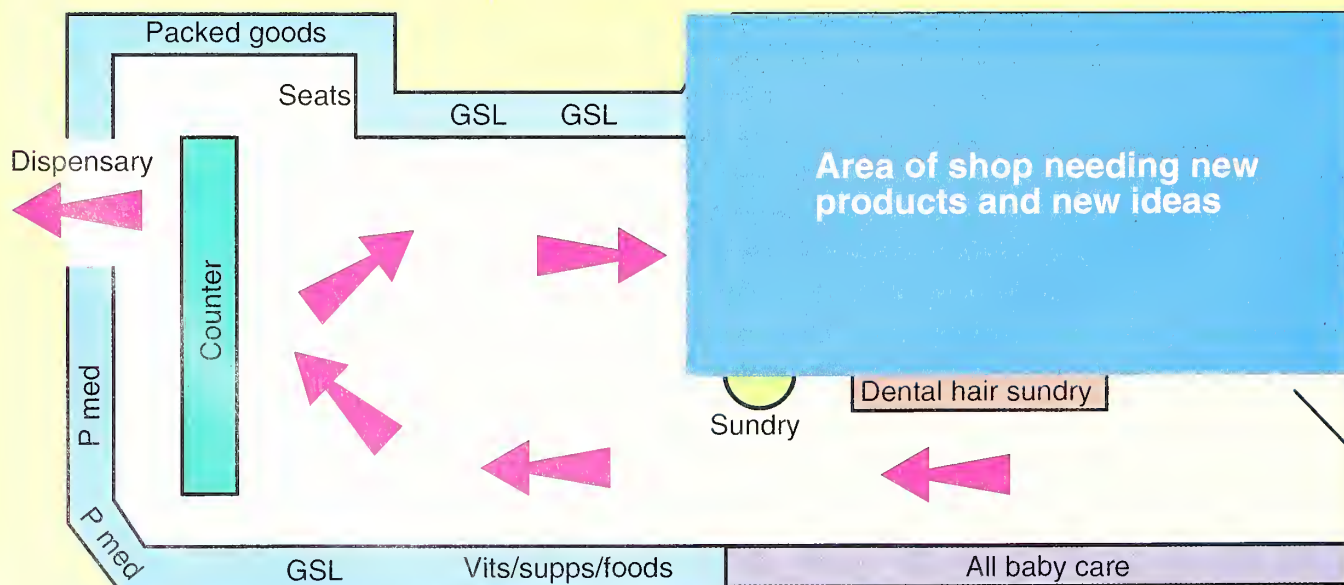


- there is no long list of recommendations, simply because, in this case, it isn't easy to say what to do for the best without some fundamental research. It may be that the assumptions above are correct and the actions discussed would then be appropriate. But Mr P needs to be sure, before he makes any precipitate moves

- there isn't a suggested revised shop layout either. Not only because that would be premature, but also because Mr P is a true marketing man who clearly gets a great deal of satisfaction out of making his shops look good. His merchandising, decor and layout ideas are faultless and

once he gets the product and service mix right, he knows that he has a fine-looking premises ready and available to market them from.

Then and only then will this pharmacy be ready to be relaunched. Mr P will know the profiles of his potential and existing customers, the type of stock and services they desire will be in place and he can give the green light to a marketing strategy that will almost certainly be directed at mums and grandparents – most retail pharmacies' main customers, and, in this case, a vital group who will help this business change direction profitably.



Seasonal sales success

The good cheer has been short-lived as the *Chemist & Druggist Business Trends* panel reports Christmas sales up in many pharmacies, but profit margins down. And few see any hope for improvement in the near future

In general, pharmacists had a good run-up to Christmas 1995, with 48 per cent reporting turnover up on the previous year. However, optimism fell as they were asked to look forward to the first three months of the new year, with only 27 per cent hoping for an increase in sales and 43 per cent believing that sales would remain at a fairly similar level to the first three months of last year.

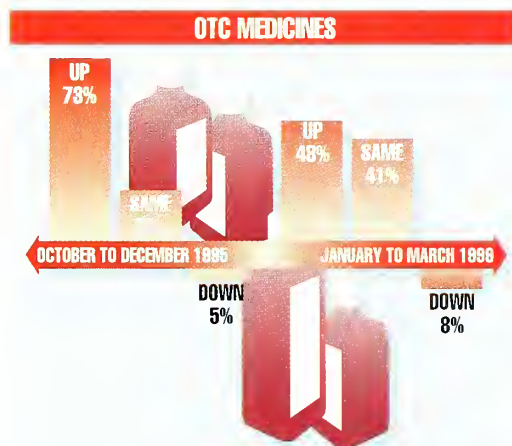
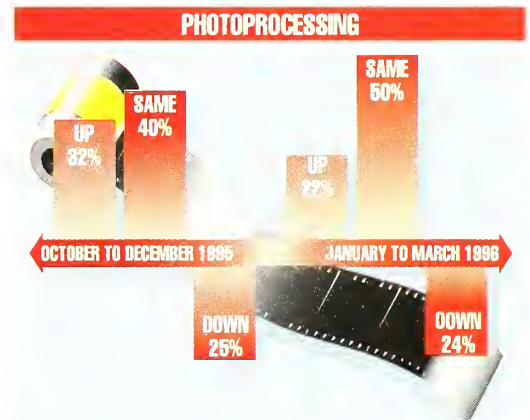
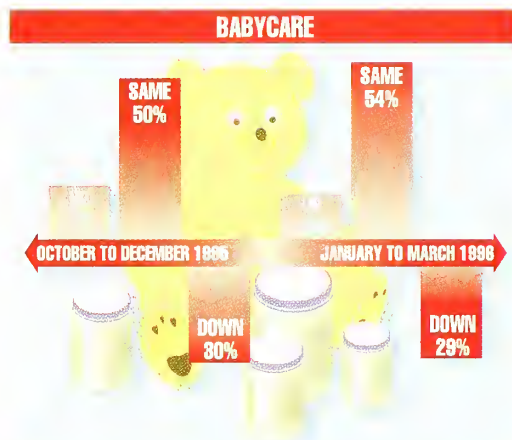
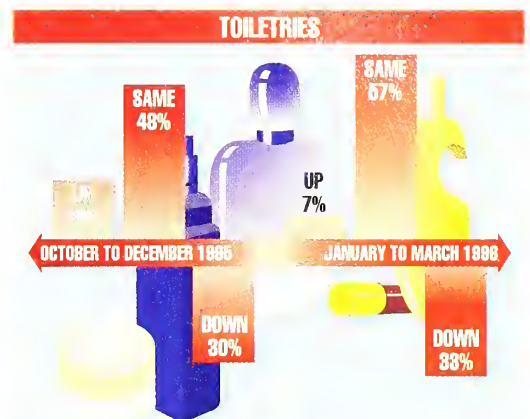
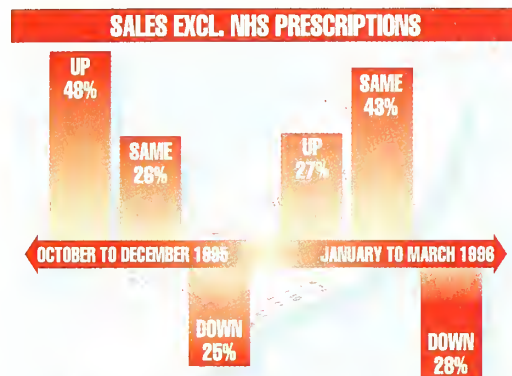
These are the views of the 233 pharmacists who took part in the October to December 1995 *Chemist & Druggist Business Trends* survey. Members of the panel are chosen at random from the C&D circulation database. Four hundred and eighty-four readers are on the panel, of whom 46 per cent responded to the 1995 fourth quarter survey.

Sales levels in Q4, 1995, rose sharply, according to the panelists, almost trebling in comparison to the same quarter last year. Forty-eight per cent reported better sales levels compared to a year earlier, while 26 per cent recorded levels similar to last year.

Depressed margins

Despite the good news that many pharmacists had better sales than last year, more than half the panel recorded decreased profit margins. This also continues a trend established over the past few years and they forecast that margins will continue to fall in 1996.

NHS prescriptions volume continued to increase in most pharmacies in the survey. Panelists have recorded an increase in the volume of prescriptions processed in every *Business Trends* survey since early 1993. Over two-thirds of those sur-



veyed reported an increase in NHS prescription business; in fact, the latest survey showed the highest proportion of shops reporting an increase in any one quarter since the beginning of 1993.

Star performers within the product categories were cold remedies, OTC medicines and analgesics, which all showed significant growth in Q4, 1995, compared with a year previously.

Three-quarters of pharmacists reported an increase in sales of cold remedies and a similar number that OTC medicine sales were up. Analgesics fared almost as well, with 63 per cent reporting better sales than in Q1 last year.

Poor performers

Cosmetics and fragrances fared badly this year compared to the run-up to Christmas last year.

Over half the panellists reported worse cosmetics sales than in the final quarter last year and 10 per cent reported falling fragrance sales.

On balance, baby care and toiletries sales were also down on last year: 50 per cent of pharmacists reported similar baby care sales to last year, while 30 per cent recorded that sales were

Continued on P250 ►

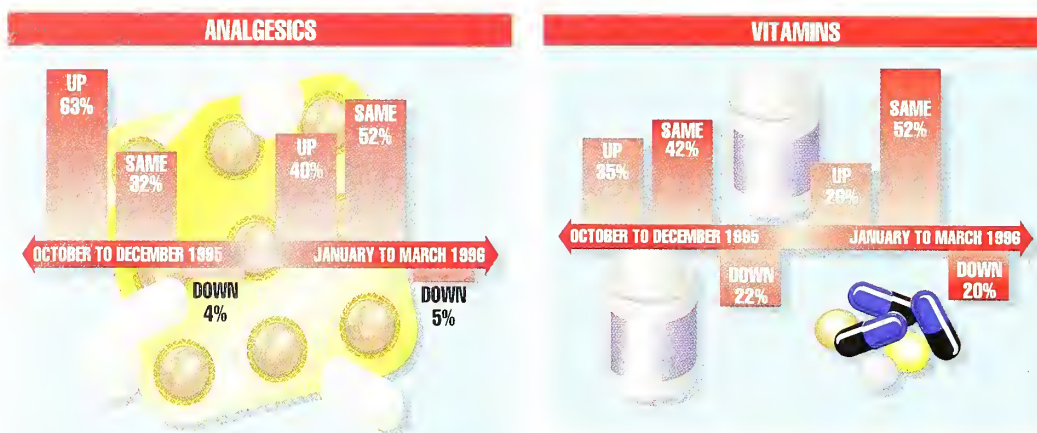
Cosmetics and fragrances fared badly compared to the run-up to last Christmas

◀ Continued from P249

worse, while similar levels of toiletries sales were reported by 50 per cent of outlets, with a further 30 per cent reporting that sales were down on the final quarter of 1994.

Photoprocessing, surgical dressings, and san pro and vitamins sales were very similar to last year's final quarter, while indigestion and stomach upset remedies produced a better performance than last year, with half of the panellists reporting better sales and only half saying sales were similar to last year.

On balance, the panel showed similar levels of optimism about their business prospects as they exhibited throughout 1994 and they are more optimistic about the future prospects for retail pharmacy than they are for the retail sector in general.



Quest for continuing education

The October to December **Business Trends** survey included questions about continuing education.

Members of the panel were asked whether they agreed or disagreed with mandatory continuing education as a precondition to registration as a pharmacist. Nearly three-quarters agreed with the need for mandatory continuing education. When asked whether this should be a precondition for

owning or managing a community pharmacy, two-thirds of respondents said that it should be.

Half the respondents to the survey reported that they spent between one and three hours a month on their continuing education. A further one-fifth said that they undertook more than three hours a month and a similar number reported spending one hour a month on the subject.

Fifty-nine per cent of panellists attended College of Pharmaceutical Postgraduate Education courses and just over a quarter cited the pharmaceutical press as the source of information they used most often to continue their education. Three-quarters of surveyed pharmacists said that they planned to attend CPPE courses to qualify for their professional allowance from April, 1996.

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Gehe and Unichem increase bids for Lloyds

Gehe, the German wholesaler, has topped Unichem's increased and final offer for the Lloyds Chemists chain.

Last Wednesday, Gehe offered 500p in cash for Lloyds' ordinary shares, a figure which values the chain at \$650 million. Unichem

had increased its cash and shares offer for Lloyds and on Wednesday it was worth around 490p a share.

Earlier in the week, Lloyds had issued a statement advising its shareholders to take no action on Unichem until the board had established whether Gehe intended to increase its original bid. Lloyds had not made a statement as *C&D* went to press, but, given the similarity of the offer prices and the flexibility of the Unichem offer as its share price fluctuates, the decision for the Lloyds' board on which to recommend could turn out to be a difficult one.

Gehe says that it believes that Lloyds' shareholders should be concerned about certain aspects of Unichem's final offer, including the fact that the company is undecided about the future of the Holland & Barrett healthfood stores.

Unichem says in its final offer statement that it has received a number of approaches concerning the stores since its original

move and will review these after the Lloyds' acquisition is complete. Gehe suggests that any such sale will dilute Unichem's earnings per share.

When Unichem announced its final offer, it maintained its view that the acquisition would produce benefits and cost-savings and said that it was uniquely positioned to maximise these.

However, Gehe comments that Unichem has not mentioned the substantial risks associated with merging two major businesses and its lack of experience in such an undertaking. Dieter Kammerer, Gehe's chairman, points out: "Gehe has recently successfully integrated two substantial businesses into the group, while Unichem's acquisitions have been much more modest." Gehe's offer, he says, gives shareholders a certainty of value, which Unichem cannot provide.

Unichem says that it has had an "overwhelmingly positive response" from independent pharmacy customers to its takeover proposals.



Dieter Kammerer, Gehe's chairman

Coty and Lancaster combine services

Coty and the Lancaster Group, both part of the Benckiser Group, have integrated their distribution, administration and other service functions in the UK.

The integration will create synergies and cost-savings so the two businesses can focus more resources on building brand awareness and sales. Lancaster and Coty product distribution will be unchanged and marketing will be on a brand by brand basis.

The two companies' sales and marketing functions will remain separate. Margaret Donnelly will be responsible for Coty's marketing and Mark Turrell for its sales. David Daniels and Gary Snook will be responsible for marketing and sales at Lancaster.

Robin Linklater, managing director of Lancaster, will be responsible for the integrated business and will become managing director of Coty.

Coty is a mass market fragrance and cosmetic business, while Lancaster distributes selective fragrances and cosmetics.

Outlook 'good' for Medeva

Medeva's strategy – to shun primary research and to look to acquisitions to provide its products and geographic spread – is fully justified and has led to excellent results, according to Medeva's retiring chairman, Bernard Taylor.

The company's 1995 pre-tax profits rose 23 per cent to \$79 million on sales of \$256m, up 7 per cent on last year. Mr Taylor said that "the outlook for further significant growth for Medeva is good – the company is in a healthy state and its prospects are bright".

The company recently bought the Swiss company Tillots and several Spanish products from Glaxo Wellcome and has made several new collaboration deals. It recently sold its German oncology business Ribosapharm.

Despite increased competition, its UK business, Evans Medical, had leading brands Coracten and Normax perform well, with sales increasing by 14 and 7 per cent respectively. Other branded

products "performed soundly". Thirteen million doses of Fluvirin were sold worldwide, approximately 60 per cent more than in 1994.

Medeva is working on expanding its respiratory portfolio in the UK with introduction of two new products: Spacehaler – a new metered dose inhaler – and a multi-dose dry powder inhaler for salbutamol and beclomethasone. Medeva has just bought the European distribution rights for the latter product from ML Laboratories. Medeva will pay ML \$2m in cash with a further \$5m payable as milestone payments. It will pay ML royalties when the product is launched.

The company is also looking at possibilities for methylphenidate in the UK and Europe.

Medeva is in a strong financial position, according to chief executive Bill Bogie. The company has \$85m in cash and credit facilities of \$110m and will be putting more focus on acquiring new projects in the future.

Unilever bids for Helene Curtis

Unilever has bid \$488 million for Helene Curtis, the North American hair care and personal products company.

The board of Helene Curtis has recommended that shareholders accept the offer, which values shares at about \$44.60. The move, which will probably be completed by the end of March, seems assured after Unilever struck a deal to buy shares from Ronald Gidwitz, Helene Curtis' president, and other partnerships that represent 29 per cent of the company's shares and 75 per cent of its voting rights.

Helene Curtis manufactures and markets a range of hair care products, deodorants and other skin care brands. The company had sales of \$805m, two-thirds of which were in the US, and pre-tax profits of \$23m in the year ending February 28, 1995. Outside the US, the company's major markets are the UK, Japan, Canada and Australia, where it sells brands, including Salon Selectives and Finesse, through supermarkets, drugstores, pharmacies and salons.

The acquisition will strengthen Unilever's position in the US and takes it to number two in the world hair care market. The company also owns Sunsilk and Organics shampoos, and the Sure deodorant brand.

Nutrasweet renamed Benevia



B E N E V I A

Nutrasweet Consumer Products has changed its name to Benevia and is expanding further into 'better for you' products. The company has also introduced a new hummingbird logo (above).

Nutrasweet, part of the Monsanto group, says it has deliberately chosen a name that is unassociated with any of its leading brands and that will have meaning in many languages to reflect its global status.

As part of the change in corporate identity and direction, David Phipp has been appointed general manager for the UK and Ireland. Nutrasweet says that it is currently exploring a variety of innovative products and services, beyond its traditional base in the sweetener market. Its best known UK brand is Canderel.

Benevia will continue to work with Chemist Brokers and Food Brokers for distribution in the UK, and with Stafford Lynch in Ireland.

Ceuta relocation

Ceuta Healthcare has moved to new premises at Hill House, 41 Richmond Rise, Bournemouth, Dorset BH2 6HS. Tel: 01202 780558.

RPR-Fisons integration

As a result of the integration of Fisons into Rhone-Poulenc Rorer, all order processing and customer queries will be dealt with through the RPR office at 52 St Leonard's Road, Eastbourne, East Sussex BN21 3YG. Tel: 01323 534000.

Cusi becomes Dominion

Cusi (UK) has changed its name to Dominion Pharma. All orders should be sent to Dominion Pharma, Dominion House, Lion Lane, Haslemere, Surrey GU27 1JL. Tel: 01428 661078.

Retail prices

The retail price index fell by 0.3 per cent in January to 150.2 (1987=100). In the 12 months to January, the RPI rose by 2.9 per cent, down from 3.2 per cent for the year to December. For chemists' goods the RPI stood at 165.9 in January, a 4 per cent rise over the past 12 months.

Satisfying for Sanofi

Sanofi's 1995 sales rose 4.4 per cent to FF23,031 million at constant exchange rates and group structure (£1=FF7.8). Pharmaceutical sales rose 1 per cent on a comparable basis and Sterling Winthrop's prescription pharmaceuticals business, bought in October, 1994, has been consolidated for the first time. The perfumes and beauty business experienced difficult trading conditions and sales fell 3.2 per cent to FF3,888m.

FDA clears Nicorette

Smithkline Beecham has received clearance from the US Food and Drugs Administration to market Nicorette as an OTC smoking cessation aid, making it the only FDA-approved aid currently available without prescription.

BOC results

BOC has reported profits up 13 per cent to £10 million for the three months to the end of December, 1995. Turnover was up 11 per cent to £968m. In the gases business, operating profit and turnover were up 9 per cent to £81m and £4m respectively. The healthcare division, Ohmeda, turned in profits of £13.5m, down 10 per cent on the previous year.

SB has 'excellent year'

A 40 per cent rise in new product sales helped Smithkline Beecham turn in profits for 1995 almost 20 per cent up on 1994.

The company reported sales for continuing operations in 1995 of \$7 billion, 16 per cent up on 1994. Trading profits grew 19 per cent to \$1.47bn.

Jan Leschly, SB's chief executive, described the results as "excellent". Last year was, he said, a year of consolidation after the acquisitions made in 1994. SB had no plans for any major acquisitions during the next year. Mr Leschly remained "very optimistic" about the company's performance in 1996.

He announced a \$250m provision to cover possible legal costs in two US disputes. One involves reimbursement claims from US government health service schemes and in the other SB is one of a group of drugs firms involved in anti-trust pricing litigation in the US. (SB has already partly settled this dispute, *C&D* February 17, p224.)

SB Pharmaceuticals had a good year, with sales up 13 per cent to \$4.2bn and trading profit up 14 per cent to \$1.1bn. New products (those launched within the last five years) contributed \$1.1bn to total sales and are growing by 40 per cent.

Tagamet sales dropped \$180m compared to 1994, but Mr

Leschly said that the business' excellent results showed that the "Tagamet issue" was behind the company.

Sales of Augmentin, SB's biggest product, grew by 13 per cent to \$836m, with sales in the UK rising 34 per cent. Seroxat turned in sales for 1995 of almost \$500m, 51 per cent up on the previous year. Seroxat has been approved for the additional indications of panic disorder and obsessive compulsive disorder in the UK and several other markets. Famvir is now the prescription leader for the zoster market in the UK.

Mr Leschly also had great faith in his product pipeline: he believed that no other company had a range of products of such magnitude in its pipeline as does SB. The company has 18 products that could come to market over the next three years, including Eprosartan for hypertension; Ultar, an oral asthma agent; and Requip for Parkinson's disease. SB is also working on a range of vaccines. In 1995, the company increased its R&D spend to more than \$1bn: equivalent to 15.4 per cent of sales compared to 14.6 per cent in 1994.

The consumer healthcare division saw sales rise 35 per cent to \$2bn, with trading profits up 59 per cent to \$333m. Excluding the contribution from Sterling, sales

rose 10 per cent. Margins grew 2.4 per cent to 16.5 per cent. OTC medicine sales rose 62 per cent.

Star performers in the business included Aquafresh, with sales up 16 per cent to \$209m and Panadol with sales up 11 per cent to \$151m. Sales of Tums fell 5 per cent, mainly due to decreased US sales as a result of inroads made by Tagamet and Pepcid in the US market.

Peter Jensen, chairman, Consumer Health Europe, said that the Sterling acquisition in 1994 had been a great success for SB, bringing both products and critical mass to the company. The acquisition of the German business Abtei had opened up new opportunities for the company in the sales of mass markets vitamins and medicines through grocery stores. SB spent \$250m in 1995 to advertise and market its consumer brands.

The clinical laboratories business had a less successful year with sales up 1 per cent, but trading profit down 21 per cent to \$78m, mainly due to a change in Medicaid and Medicare reimbursement rules in the US. Mr Leschly also announced that the company would be simplifying its share structure by replacing its current dual share structure of A shares and US equity units with a single class of ordinary shares in Smithkline Beecham.

CPL Aromas buys in Europe

CPL Aromas, the fragrances and flavours group, is to buy the Netherlands-based company Du Crocq Aromatics.

CPL Aromas will pay \$5.6 million on completion of the sale and a further \$1.2m is dependent on the future profits from the business.

Du Crocq produces and distributes fragrances, flavours and aro-

matic ingredients, and complements CPLs existing European operation. Du Crocq turned in sales of \$5.1m in the 11 months to the end of November, 1995, with a pre-tax loss of \$10,000 over the same period.

CPL announced a share offer to finance the deal and to provide additional working capital for the group.

Bausch & Lomb acquires Award

Bausch & Lomb, the US eyecare company, has bought Award, the Scottish operation that developed the world's first disposable one-day contact lenses.

Financial details of the deal were not disclosed. Award reported that first year sales of the one-day lenses totalled more than \$500,000 after production began in September, 1994.

Ron Hamilton, Award's managing director, says that the financial backing of Bausch & Lomb

will allow the company to "accelerate plans for increased output growth and product development" sooner than planned.

The acquisition also means benefits for Bausch & Lomb: it gains access to the lower cost daily disposable market and to Award's manufacturing plant in Livingston. It also plans to apply to the US FDA for approval to market Award's lenses in the US, but its priority is to expand European distribution.

COMING EVENTS

MONDAY, FEBRUARY 26

Derby & District Branch, RPSGB
At the Postgraduate Education Centre, Kingsway Hospital, Derby, 7.30 for 8.00pm. Professional update meeting on 'Specialist nurses and professions allied to medicine'.

TUESDAY, FEBRUARY 27

Leicestershire Branch, RPSGB
At the Postgraduate Medical Centre, Leicester Royal Infirmary, 7.30 for 8.00pm. Post Grad I: Will audit make you rich? by David Puce, RPSGB audit fellow.

Moray & Banff Branch, RPSGB
At the Golf View Hotel, Nairn, 8.00pm. 'Hormone dependent cancers' by Professor Nicholls.

Southampton Branch, RPSGB
'Pharmacy in a New Age' at the Postgraduate Medical Centre, Southampton General Hospital, 7.30 for 8.00pm.

Advance information

The British Society for the History of Pharmacy is holding a Foundation Lecture on March 13, at the RPSGB's Lambeth headquarters, entitled 'Medicine in Muscovy' by Dr Denis Gibbs. Further details from Judith Holmes on 0171 735 9141.

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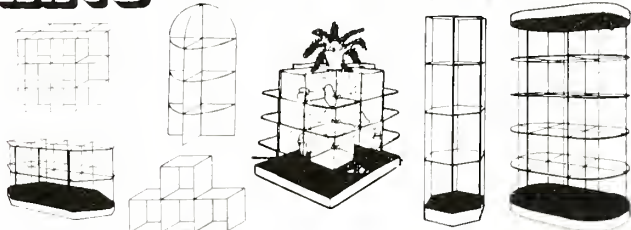
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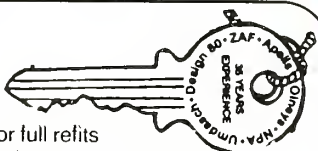
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Volunteer for life

Last week, Charles Bannister was honoured with another medal to add to his ever-growing collection of awards: an MBE from the Queen for services to the community. Fawz Farhan charts his career as a serial volunteer

Charles Bannister has made a career out of being a volunteer. It all began in 1953, with his interest in lifesaving, but went on to include work for countless charities, committees and local clubs. He has even had a hand in diffusing Notting Hill riots and staging a pageant at the Royal Albert Hall for Normandy veterans. And all this while running a pharmacy business.

Now approaching his 80th year, his efforts have finally been recognised by the Queen, who invested him with a long-overdue MBE last week.

Charlie, as he likes to call himself, is not new to awards. His house has a glittering collection of medals, trophies and certificates dating back to his years in the Second World War and taking in a myriad of lifetime achievements. Almost 20 years ago, he received the Queen's Silver Jubilee Medal.

So where did he find the time to do all this? "I made time. I just like to work hard and play hard," he insists.

With over 40 years of continuous voluntary service behind him it is hard to know where to start his story. One thing that is clear is that the Second World War and lifesaving have featured largely against a backdrop of pharmacy.

Charlie studied the profession

at a private college, the London College of Pharmacy, and should have graduated in 1940 had his house not been bombed and all its contents destroyed. Consequently, he was delayed by a year, but managed to successfully complete his apprenticeship in the East End and the City.

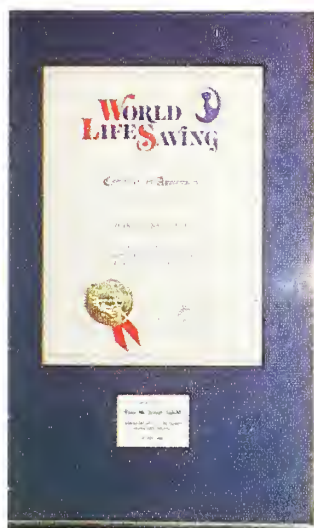
When the Second World War broke out he volunteered for the army, asking to specialise in chemical warfare. Instead, he was signed up for intelligence under the guise of a sergeant in the Royal Army Medical Corps. One of his more memorable missions was ensuring the safe delivery of a shipment of penicillin from America to Holland.

"I was approached by the black market and offered £50 a vial. I had a few thousand, but didn't let on about the shipment. A few days later, they came back and offered me the same price for empty vials!"

Royal connections

After the war, Charlie worked as a relief pharmacist for Boots in central London, but decided that he "could do better than that". He opened his first pharmacy in King's Cross, London, selling up six years later to concentrate on lifesaving and athletics. By the time he had retired in 1986, he had worked in various London pharmacies, including one in Bayswater and a homoeopathic practice, and had 20 years of managing Blake, Sandford & Blake in St James', whose customers included the Royal Family, members of parliament and Scotland Yard.

His passion for lifesaving started after the war in the 1950s when he became a lifesaving senior instructor and examiner to the YMCA. He had also been keen to start a lifeguard unit at the Serpentine in London's Hyde Park, but met opposition from



the management who thought it would frighten off the tourists. When two people drowned in one day, Charlie founded the Serpentine Lido Lifeguard Club, a national lifeguard unit based at the park.

The club subsequently grew bigger and bigger, serving both inland and coastal waters, and operating with the Royal Life Saving Society, the Surf Life Saving Society, the Thames Rescue Service and World Life Saving.

In 1991, Charlie was asked to stand in for Prince Michael of Kent and present the trophies at the Centenary World Lifesaving Championships. Among the guests was actor David Hasselhoff, star of lifeguard television drama 'Baywatch'.

In 1989, Charlie joined forces with other ex-servicemen to organise the 1994 Normandy D-Day commemoration events. He was also involved in raising funds to help veterans, who could not afford to attend events in France. The icing on the cake came when he staged a Normandy pageant at the Royal Albert Hall in June of that year. Last year, he was honoured with two VIP tickets to every event commemorating VE and VJ Days.

Charlie's list of other services to the community is endless. He

founded and became the first president of the London branch of the Lions Services Club; was co-chairman of the Westminster branch of the Multiple Sclerosis Society and served on the management board of both the Chelsea and Kenton synagogues.

His interest in sports and outdoor activities led to him opening and chairing a London centre for the Gold Award Duke of Edinburgh Scheme. Athletics is another passion and he is presently vice president of the International Road Runners Club and annually administers the London to Brighton road race.

While running a pharmacy in Bayswater, he found time to work as a volunteer in a youth club for underprivileged children, teaching them sports and photography. When the Notting Hill Riots flared up in 1958/59, Scotland Yard invited Charlie to join a small group of other community leaders to look at ways of calming the situation.

As the saying goes, behind every great man is a woman. And behind Charlie is his wife, Kitty, who he has been married to for the last 56 years. "Kitty has been very supportive. She knows it is my life and really they should have given her all my medals," is his parting comment.

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Product Information Bisodol Tablets (Extra Strong Mint) **Presentation:** Tablet for oral administration. Each tablet contains Sodium Bicarbonate Ph Eur 64 mg, Calcium Carbonate Ph Eur 522 mg and Magnesium Carbonate Ph Eur 68 mg. **Uses:** For the relief of the symptoms of indigestion, heartburn, dyspepsia, acidity and flatulence. **Dosage:** Adults and the elderly: Suck slowly or chew one or two tablets as required. Children: Not recommended. **Contraindications:** Hypersensitivity to any of the ingredients. Hypophosphataemia, Renal or Heart Failure. **Interactions:** Reduces absorption of tetracyclines and iron salts. **Special Warnings:** None stated. **Side Effects:** Rebound hyperacidity may occur with prolonged usage. **Effects on ability to drive and use machines:** None stated. **Incompatibilities:** None stated. **Use during pregnancy and lactation:** Can be used during the last six months of pregnancy. **Overdosage:** Abdominal distension and diarrhoea may occur. **Pharmaceutical Precautions:** No special precautions. **Legal Category:** GSL. **Package Quantities and Prices:** 30 tablets at (ex VAT): £1.26. **Product Licence No:** PL 0165/0104. **Date of Preparation:** January 1996. **Shelf Life:** 2 years. Whitehall Laboratories Limited, Taplow, Berkshire, SL6 0PH. * Trade Mark.

